
Purpose	Summarize the process used to determine foods approved for use in the Nebraska WIC Program
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Timeline for Food Approval	The approval process is completed every three years in the Nebraska WIC Program.
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The time line specified in the table below, is used as a formal procedure for adding/deleting a food product to the Nebraska WIC Program. This process assures that a sufficient and manageable number of food items are approved for use. Administrative adjustments necessary during the three-year period, due to changes in food costs, food dollars, or caseload levels, will be made with the approval of USDA.

TIME LINE	PROCEDURE
On or before January 1 every three years.	Written requests must be received at the State WIC office to add or delete a food from the approved list.
After January 1	The State WIC office will begin the approval process for the requested food items according to criteria for approval as outlined in this procedure. Food company furnishes State WIC Office with nutritional information and a food label.
By July 1	The State WIC office will determine the approved foods and will send a letter of request for approval to the FNS Mountain Plains Regional Office.
By July 31 st	The State WIC office will receive final authorization approval from the FNS Mountain Plains Regional Office.
By August 31 st	The State WIC office will notify WIC vendors and clinics of the food changes.
By October 1	The approved foods are implemented. The WIC approved food list and food brochure are provided to clinics for use with vendors and clients.

**Nutritional
Criteria for
Approval**

Food products must meet nutritional requirements as set forth in the Federal Regulation.
Food items that meet the nutritional requirements may be allowed or disallowed if there is a potential for confusion by participants or retailers.

**Nebraska's
Cost Criteria**

Retail price for specific food products **must not exceed 105%** of the average price for each category. The only exception is the top 5 brand name cereals chosen by clients in the acceptability survey. The acceptability survey is optional during the food approval period.

WIC food items should encourage economical shopping habits.

**Price
Establishment**

Prices will be established by a price survey sent to grocery stores that are WIC authorized in Nebraska.

Price information will be collected on all juices and cereals being reviewed.

The Nebraska WIC Program reserves the right to restrict the number of brands and types of any products in order to contain the cost of the food package and minimize the confusion for WIC participants.

The Nebraska WIC authorized vendors will complete the survey and return it to the State WIC office.

**Nebraska's
Availability
Criteria**

Store brand and private label cereals and juices must be available in at least 5% of the WIC grocery stores in Nebraska or represent a vendor that serves a significant number of participants.

All other food items must be available in at least 25% of the WIC grocery stores in Nebraska.

Availability will be determined from the price survey sent to Nebraska vendors.

**Cereal
Acceptability
Survey**

The following procedure will be optional and its use will be determined at the time of the approval process:

Cereal acceptability by clients will be measured through a survey process.

Clients will be allowed to choose which cereals are acceptable to them by completing a written survey that includes:

**Cereal
Acceptability
Survey (cont.)**

- All hot and cold brand name cereals that are currently on the Nebraska WIC Program.
- Other cereals under consideration that meet the nutritional requirements.

The surveys will be given to each Local WIC agency and distributed to 10% of their caseload.

The five most popular cereals chosen by clients through the client survey will be automatically added to the authorized food list. The state WIC office will take into consideration cost containment in this selection process. All brand name and store brand cereals selected below the top five will be subject to price and availability criteria.

**Approval
Criteria for
Cereal**

The Nebraska WIC Approved Food List will have at least one cereal that contains 100% of the Daily Value for folic acid per single serving.

A gluten-free cereal will be allowed.

No individual serving size boxes will be allowed.

**Approval
Criteria for
Juice**

Juice must be available in 64 oz. containers, 11.5-12 oz frozen or pourable concentrate.

Approved frozen orange juice and grapefruit juice will be store brand or other private label brand of similar or lower cost. If no private label or store brand is available the client may then purchase the name brand.

Frozen juice concentrate may be fortified with calcium.

**Approval Criteria
for Milk**

Milk will be the store brand or other private label brand. If no private label or store brand is available the client may then purchase the name brand.

**Approval Criteria
for Cheese**

Cheese must be the store brand or other private label.

**Approval Criteria
for Eggs**

Any brand, medium or large in size

No organic eggs

No low cholesterol eggs

**Approval Criteria
Peanut Butter**

Peanut Butter must be 18 oz. Store Brand only in creamy or chunky styles.

No peanut butter with added ingredients such as honey or jelly
No reduced-fat
No organic
No individual serving size containers

**Approval Criteria
for Legumes**

Dry Peas/Beans

Black, Black-eyed Peas, Cow, Crowder, Garbanzo, Great Northern, Kidney, Lentils, Lima, Mung, Navy, Pinto, Red, Soy, Split Peas

No mixed beans
No bulk beans

**Approval Criteria
for Canned Beans**

Any type of mature dry beans, peas, or lentils in canned form. Examples include black beans, black eye peas, chickpeas, great northern beans, kidney, lima, navy, pinto, soybeans, and lentils. May not contain added sugars, fats, oils or meat. A small amount of sugar added to help maintain the quality and structure of the food is allowed. Canned beans may be substituted for dried legumes at the rate of 64 oz. of canned beans for 1 lb. dried legumes. Approved canned beans are 14 to 16 oz. store brand and/or 14 to 16 oz. Bush beans.

**Approved Criteria
for Whole Grains**

Whole wheat bread which conforms to FDA standard of identity. Whole wheat must be the primary ingredient by weight. Bread must be packaged in a 16 oz loaf. Whole wheat buns must also be a 16 oz. package.

The following breads are approved in Nebraska:

- Best Choice 100% Whole Wheat Enriched
 - Family Choice 100% Whole Wheat
 - HyVee 100% Whole Wheat
 - Our Family 100% Whole Wheat
 - Oroweat 100% Whole Wheat
 - Pepperidge Farm Stone Ground 100% Whole Wheat
 - Pepperidge Farm Swirl 100% Whole Wheat Cinnamon with Raisins
 - Pepperidge Farm Very Thin Soft 100% Whole Wheat
 - Pepperidge Farm Whole Grain Rye Seeded
 - Roman Meal 100% Whole Wheat
 - Sara Lee Classic 100% Whole Wheat
 - Shurfresh 100% Whole Wheat
 - Village Hearth 100% Whole Wheat
 - Wonder Soft 100% Whole Wheat
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Tortillas may be corn or whole wheat. Whole grain must be the primary ingredient by weight. Tortillas must be packaged in 16 oz. packages.

The following tortillas are approved in Nebraska:

- Best Choice Whole Wheat
- Buena Vida Whole Grain
- Celia's Corn and Whole Wheat
- Chi Chi's White Corn and Whole Wheat
- Don Pancho White Corn and Whole Wheat
- Herdez Corn and Whole Wheat
- HyVee White Corn and Whole Wheat
- La Banderita Corn and Whole Wheat
- La Burrita Yellow Corn
- La Victoria Whole Wheat
- Mama Lupe's Corn and Whole Wheat
- Mission Yellow Corn and Whole Wheat
- Ortega Whole Wheat
- Shurfresh Corn and Whole Wheat

Brown rice may be instant, quick, or regular-cooking. May be packaged in 14 to 16 ounce box or bag and may be any brand.

**Approved Criteria
for Canned Fish**

- Pink salmon – any brand, 6 ounce to 14.75 ounce can. May include bones or skin.
- Light tuna – any brand, water or oil-packed, chunk or flake in can.
- Total of 30 oz. salmon and/or tuna allowed per month.

No albacore or tuna packed with other foods added such as relishes, crackers, etc.

No foil packs

Tuna and salmon are only allowed for breastfeeding women whose babies are not receiving formula.

**Approval Criteria
for Infant Food**

Any variety of single ingredient commercial infant food fruit or vegetable without added sugars, starches, or salt. May be combinations of single ingredients (e.g., peas and carrots). May be in 4 ounce containers or Gerber 3.5 oz. twin packs. May be in multi-packs with 4 oz. containers. Approved brands are Beech-Nut, Gerber, Hy-Vee, Mom to Mom, Nature's Goodness, Parent's Choice, and Target Up and Up.

No mixtures with cereal

No infant desserts

Any variety of commercial infant food meat or poultry, as a single major ingredient, with added broth or gravy. No added sugars or salt.

No infant meat combinations (e.g., meat and vegetables)

No infant dinners (e.g., spaghetti and meatballs)

**Approval Criteria
For Fruits and
Vegetables**

Any variety of fresh whole or cut fruit or vegetable.

No white potatoes

No party trays

No herb, spices, edible blossoms or flowers

No dried fruit

No fruits or vegetables from salad bars

No decorative fruits or vegetables, e.g., painted pumpkins, chili peppers on a string
